

# Oregon Institute of Technology Board of Regents' Retreat

## Strategic Enrollment Management

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# SEM

2024-2025

## Initiatives/Focus

Audit SEM systems and operations

ROI for all contracts/projects

Integrated efforts in sustaining and growing PM and KF enrollment

Retention

Cross training

Customer service/response

Resource allocation

Market assessments

Cost management

Transfer pathwC 2 Tw 3 Tw(ent) J 3s3(e) 5.5 (A) 2 assessments 5.0 on the 3 1 93 3 (e) J 4 rc 4-r. 4 assessments 5.8-r 4oca D) 2.3al 7DO Tc. 38

- Integrating various SEM systems (retention, enrollment, admission) to drive effective response to market dynamics and enhance efficiency

- Formalize driving metrics and reporting across all SEM departments: SEM DATA ACCELERATOR

- Collaboration



# Data Driven Enrollment Outline

## Admission/Retention Scoring

- Data collection
- Data analysis
- Success Scoring
- Intervention

## Outcome

- Reduced risk of melt
- Reduced risk of stop-out
- Increased retention

# Data-Driven Enrollment Outline...

## Highlights

### Admissions

- Refine the Course...Not Change
- Let Systems Mature
- ROI, ROI, ROI
- A +1 Approach

### Retention

- Proactive not Reactive
- Coaching as Advising
- Positively Affect Engagement via Data Sharing/Reporting

## Admission Initiatives

Maintain the Course. Continue Growth  
Slate enhancements including application processing, data transfers, usability

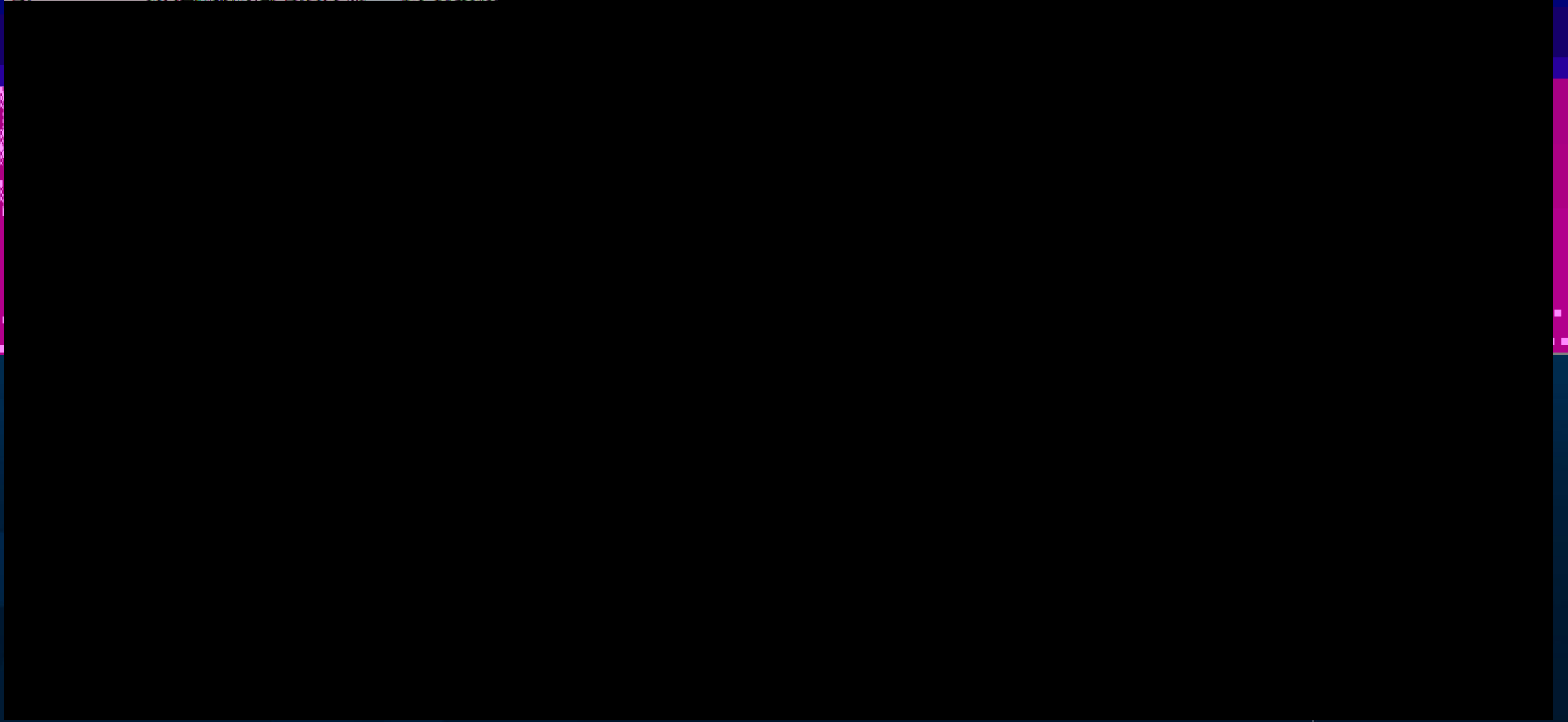
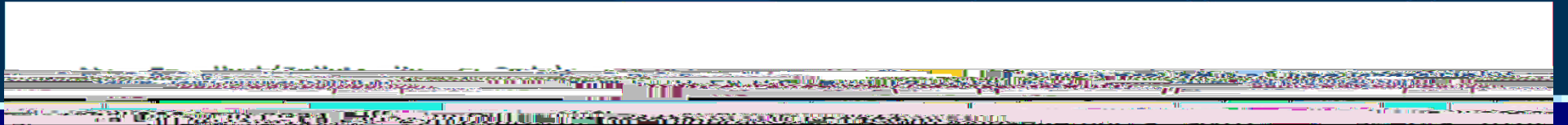
Implementation of prospect scoring at recruiter level

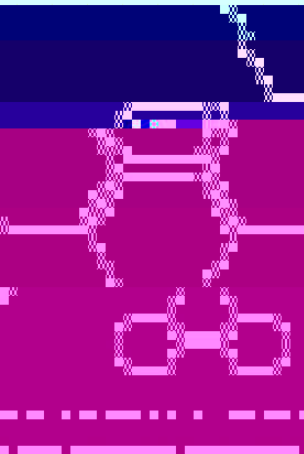
Refine name buy strategy to reduce top of funnel population while increasing deposit/enrollment rates.

Reinstate admission presence in PM

\*2024/25 Admission Plan available

**Goal: Increased transfer rate matriculation 50% year over year (PM/KF). 5% increase in first-year enrollment across bottom 1/3 of enrolled majors. 3-5% overall first-year, transfer enrollment.**







## Retention Initiatives

Goal: Increased faculty utilization of Inspire documentation and

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## Retention Initiatives (cont)

**Goal:** Align enrollment objectives with academic requirements in a manner facilitating student success. Engage with HAS to restructure mathematics requirements based on academic pathway (statistics vs. calculus).

# EXPLORATORY

- x Tuition reciprocity (near county, near state)
- x Expansion of Programs
  - o Teacher Education/Certification in STEM fields
- x Extracurriculars (Sports)
- x Mid-Term Grades Policy (as an intervention)
  - o Facilitate academic intervention and support student success
- x Intersession Courses
- x Develop the OREGON TECH PROMISE